

# Advanced Master's Degree Senior Purchasing Management

A M D S P M



## Advanced Master's Degree Senior Purchasing Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-purchasing-management](http://www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-purchasing-management)

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01

# Welcome

The procurement of a company is a fundamental area, since the correct management of purchases will allow the company to be more competitive and obtain higher profits. For this reason, the specialization of those responsible for this area is of great importance. With this Advanced Master's Degree, you will expand your knowledge in the most appropriate strategies for negotiating with suppliers and purchasing management, which will allow you to carry out a more realistic and effective management.



Advanced Master's Degree in Senior Purchasing Management. TECH Technological University



“

Specialize in purchasing management and acquire the necessary training to improve your daily work and achieve maximum benefits for your company”

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.





“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**

executives trained each year

**200+**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. by studying in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, volume + technology = a groundbreaking price. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior Senior Purchasing Management

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.





“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04

# Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

Learn how to strategically manage your company's purchasing and give your career a boost”



Your goals are our goals.

We work together to help you achieve them.

The Advanced Master's Degree in Senior Purchasing Management will enable you to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Develop strategies to carry out decision-making in a complex and unstable environment

02

Develop the key leadership skills that should define working professionals



03

Follow the sustainability criteria set by international standards when developing a business plan

05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

06

Develop the essential skills to strategically manage the business activity

08

Understand the best way to manage the company's human resources, achieving a better performance in favor of the company's profits



09

Acquire the communication skills necessary for a business leader to get their message heard and understood by the members of their community

07

Design innovative strategies and policies to improve management and business efficiency

10

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

11

Be able to manage the company's economic and financial plan

14

Carry out the marketing strategy that allows us to make our product known to our potential customers and to generate an adequate image of our company

12

Understand the logistics operations that are necessary in the business environment in order to develop an adequate management of them



13

Be able to apply information and communication technologies to the different areas of the company

15

Be able to develop all the phases of a business idea: design, feasibility plan, execution, follow-up, etc

16

Create innovative strategies in line with our projects

18

Define the policies, practices and levers that shape purchasing management, as well as customer-supplier relations



19

Use the most appropriate purchasing tools for the selection and evaluation of the best suppliers

17

Define procurement policies within the framework of integrated logistics

20

Structure requirements in the area of purchasing

21

Implement a productivity improvement and cost reduction plan

22

Evaluate and measure results by identifying key indicators

23

Develop negotiation strategies that generate stable and positive relationships with suppliers





24

Elaborate a strategic plan for the purchasing department

25

Define the financial implications of purchasing management on the company's profitability

26

Acquire leadership skills that will allow a more fluent development of the professional work

# 05 Skills

After passing the evaluations of the Advanced Master's Degree in Senior Purchasing Management, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative didactic methodology.





“

Develop the necessary skills that will be very useful to improve in your profession”

01

Perform overall management of the company, applying leadership techniques that influence the performance of workers, in such a way that the company's objectives are achieved

02

Lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Proper team management to improve productivity and, therefore, company profits

05

Carry out the economic and financial control of the company

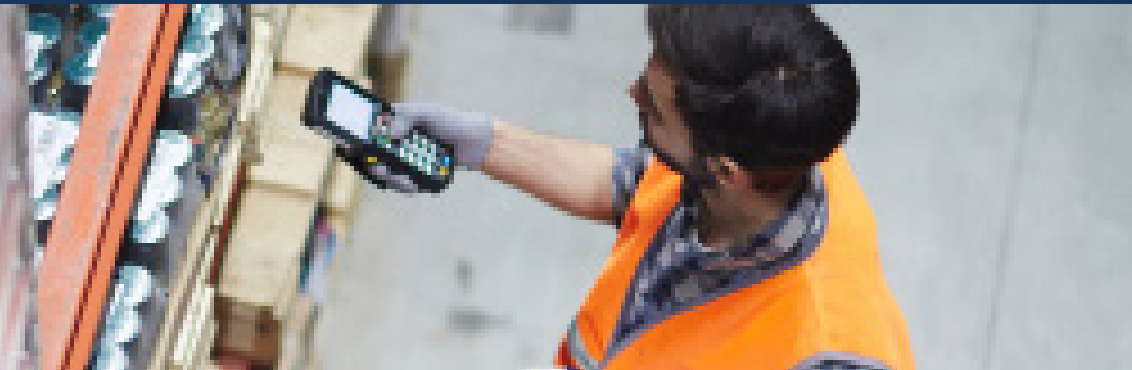


06

Control the company's logistics, purchasing and procurement processes

08

Apply the most appropriate strategies to support e-commerce of the company's products



09

Develop and lead marketing plans

07

Delve into the new business models of information systems

10

Focus on innovation in all processes and areas of the company

11

Lead the different projects of the company

14

Conduct a market analysis to understand the situation of the company and its competitors

12

Focus on the sustainable development of the company, avoiding environmental impacts

15

Improve purchasing and procurement processes

13

Carry out a financial diagnosis of the company

16

Understand the importance of audits in the company's purchasing and procurement process

17

Understand the company and the logistics process from an international strategic perspective

20

Search and select the most suitable suppliers for the company

18

Obtain knowledge of commercial, labor and tax law related to the company

21

Have an international logistics planning to improve the company's profits

19

Perform and manage the performance and audit of purchases

22

Apply the highest levels of quality in all processes and projects

06

# Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



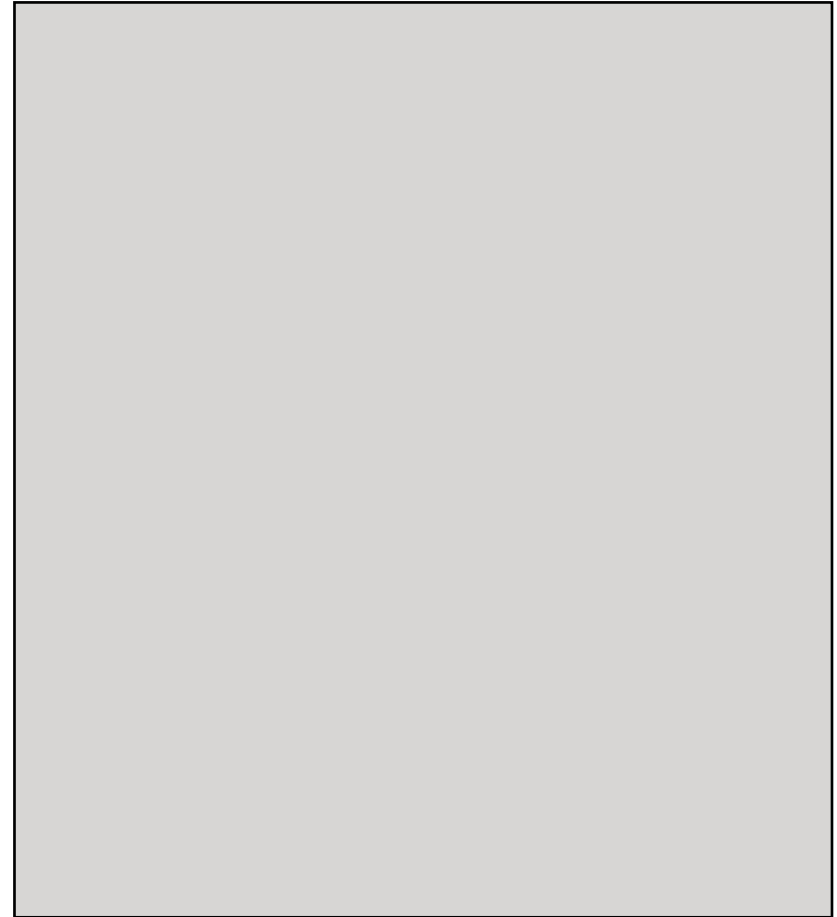
“

TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”



## International Guest Director

CV



## (Cargo en EN) Apellidos, Nombres

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♦ CV

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

07

# Structure and Content

The Advanced Master's Degree in Senior Purchasing Management is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.



“

We offer you a complete syllabus to broaden your training in purchasing management”

## Syllabus

The Advanced Master's Degree in Senior Purchasing Management of TECH Technological University is an intensive program that prepares you to face challenges and business decisions at both national and international levels. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, you will analyze a multitude of practical cases through individual work and teamwork. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in Senior Purchasing Management deals in depth with the main areas of the company, and is designed for managers to understand Purchasing Management from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This program takes place over 24 months and is divided into 18 modules:

Module 1	Leadership, Ethics, and CSR
Module 2	Strategic Management and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing, and Corporate Communication
Module 8	Innovation and Project Management
Module 9	Management and Leadership
Module 10	Logistics and Economic Management
Module 11	Market Research
Module 12	Project and Quality Management for Buyers
Module 13	Purchasing and Procurement Function
Module 14	Strategic Purchasing Management
Module 15	Supplier Relationship Management
Module 16	Socio-ecological Impact
Module 17	Global Sourcing
Module 18	Performance and Auditing



### Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 24 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Leadership, Ethics, and CSR.

<p><b>1.1. Globalization and Governance</b></p> <p>1.1.1. Globalization and Trends: Internationalization of Markets</p> <p>1.1.2. Economic Environment and Corporate Governance</p> <p>1.1.3. Accountability</p>	<p><b>1.2. Leadership</b></p> <p>1.2.1. Intercultural Environment</p> <p>1.2.2. Leadership and Business Management</p> <p>1.2.3. Management Roles and Responsibilities</p>	<p><b>1.3. Business ethics</b></p> <p>1.3.1. Ethics and Integrity</p> <p>1.3.2. Ethical Behavior in Companies</p> <p>1.3.3. Deontology, Ethical Codes and Codes of Conduct</p> <p>1.3.4. Fraud and Corruption Prevention</p>	<p><b>1.4. Sustainability</b></p> <p>1.4.1. Business and Sustainable Development</p> <p>1.4.2. Social, Environmental and Economic Impact</p> <p>1.4.3. The 2030 Agenda and the SDGs</p>
<p><b>1.5. Corporate Social Responsibility</b></p> <p>1.5.1. Corporate Social Responsibility</p> <p>1.5.2. Roles and Responsibilities</p> <p>1.5.3. Implementing Corporate Social Responsibility</p>			

Module 2. Strategic Management and Executive Management

<p><b>2.1. Organizational Analysis and Design</b></p> <p>2.1.1. Organizational Culture</p> <p>2.1.2. Organisational analysis</p> <p>2.1.3. Designing the Organizational Structure</p>	<p><b>2.2. Corporate Strategy</b></p> <p>2.2.1. Corporate Level Strategy</p> <p>2.2.2. Typologies of Corporate Level Strategies</p> <p>2.2.3. Determining the Corporate Strategy</p> <p>2.2.4. Corporate Strategy and Reputational Image</p>	<p><b>2.3. Strategic Planning and Strategy Formulation</b></p> <p>2.3.1. Strategic Thinking</p> <p>2.3.2. Strategic Planning and Formulation</p> <p>2.3.3. Sustainability and Corporate Strategy</p>	<p><b>2.4. Strategy Models and Patterns</b></p> <p>2.4.1. Wealth, Value and Return on Investments</p> <p>2.4.2. Corporate Strategy: Methodologies</p> <p>2.4.3. Growing and Consolidating the Corporate Strategy</p>
<p><b>2.5. Strategic Management</b></p> <p>2.5.1. Strategic Mission, Vision and Values</p> <p>2.5.2. Balanced Scorecard</p> <p>2.5.3. Analyzing, Monitoring and Evaluating the Corporate Strategy</p> <p>2.5.4. Strategic Management and Reporting</p>	<p><b>2.6. Strategic Implementation and Execution</b></p> <p>2.6.1. Strategic Implementation: Objectives, Actions and Impacts</p> <p>2.6.2. Strategic Alignment and Supervision</p> <p>2.6.3. Continuous Improvement Approach</p>	<p><b>2.7. Executive Management</b></p> <p>2.7.1. Integrating Functional Strategies into the Global Business Strategies</p> <p>2.7.2. Management Policy and Processes</p> <p>2.7.3. Knowledge Management</p>	<p><b>2.8. Analyzing and Solving Cases/ Problems</b></p> <p>2.8.1. Problem Solving Methodology</p> <p>2.8.2. Case Method</p> <p>2.8.3. Positioning and Decision Making</p>



**Module 3. People and Talent Management**

<b>3.1. Organizational Behavior</b> 3.1.1. Organizational Theory 3.1.2. Key Factors for Change in Organizations 3.1.3. Corporate Strategies, Types, and Knowledge Management	<b>3.2. Strategic People Management</b> 3.2.1. Job Design, Recruitment and Selection 3.2.2. Human Resources Strategic Plan: Design and Implementation 3.2.3. Job Analysis: Design and Selection of People 3.2.4. Training and Professional Development	<b>3.3. Management and Leadership Development</b> 3.3.1. Management Skills: 21st Century Skills and Abilities 3.3.2. Non-Managerial Skills 3.3.3. Map of Skills and Abilities 3.3.4. Leadership and People Management	<b>3.4. Change Management</b> 3.4.1. Performance Analysis 3.4.2. Strategic Approach 3.4.3. Change Management: Key Factors, Process Design and Management 3.4.4. Continuous Improvement Approach
<b>3.5. Negotiation and Conflict Management</b> 3.5.1. Negotiation Objectives: Differentiating Elements 3.5.2. Effective Negotiation Techniques 3.5.3. Conflicts: Factors and Types 3.5.4. Efficient Conflict Management: Negotiation and Communication	<b>3.6. Executive Communication</b> 3.6.1. Performance Analysis 3.6.2. Leading Change. Resistance to Change 3.6.3. Managing Change Processes 3.6.4. Managing Multicultural Teams	<b>3.7. Team Management and People Performance</b> 3.7.1. Multicultural and Multidisciplinary Environment 3.7.2. Team and People Management 3.7.3. Coaching and People Performance 3.7.4. Management Meetings: Planning and Time Management	<b>3.8. Knowledge and Talent Management</b> 3.8.1. Identifying Knowledge and Talent in Organizations 3.8.2. Corporate Knowledge and Talent Management Models 3.8.3. Creativity and Innovation

**Module 4. Economic and Financial Management**

<b>4.1. Economic Environment</b> 4.1.1. Organizational Theory 4.1.2. Key Factors for Change in Organizations 4.1.3. Corporate Strategies, Types, and Knowledge Management	<b>4.2. Executive Accounting</b> 4.2.1. International Accounting Framework 4.2.2. Introduction to the Accounting Cycle 4.2.3. Company Financial Statements 4.2.4. Analysis of Financial Statements: Decision-Making	<b>4.3. Budget and Management Control</b> 4.3.1. Budgetary Planning 4.3.2. Management Control: Design and Objectives 4.3.3. Supervision and Reporting	<b>4.4. Corporate Tax Responsibility</b> 4.4.1. Corporate Tax Responsibility 4.4.2. Tax Procedure: a Country-Case Approach
<b>4.5. Corporate Control Systems</b> 4.5.1. Types of Control 4.5.2. Regulatory Compliance 4.5.3. Internal Auditing 4.5.4. External Auditing	<b>4.6. Financial Management</b> 4.6.1. Introduction to Financial Management 4.6.2. Financial Management and Corporate Strategy 4.6.3. Chief Financial Officer (CFO): Managerial Skills	<b>4.7. Financial Planning</b> 4.7.1. Business Models and Financing Needs 4.7.2. Financial Analysis Tools 4.7.3. Short-Term Financial Planning 4.7.4. Long-Term Financial Planning	<b>4.8. Corporate Financial Strategy</b> 4.8.1. Corporate Financial Investments 4.8.2. Strategic Growth: Types
<b>4.9. Macroeconomic Context</b> 4.9.1. Macroeconomic Analysis 4.9.2. Economic Indicators 4.9.3. Economic Cycle	<b>4.10. Strategic Financing</b> 4.10.1. Banking Business: Current Environment 4.10.2. Risk Analysis and Management	<b>4.11. Money and Capital Markets</b> 4.11.1. Fixed Income Market 4.11.2. Equity Market 4.11.3. Valuation of Companies	<b>4.12. Analyzing and Solving Cases/ Problems</b> 4.12.1. Problem Solving Methodology 4.12.2. Case Method

### Module 5. Operations and Logistics Management

<b>5.1. Operations Management</b> 5.1.1. Define the Operations Strategy 5.1.2. Supply Chain Planning and Control 5.1.3. Indicator Systems	<b>5.2. Purchasing Management</b> 5.2.1. Stocks Management 5.2.2. Warehouse Management 5.2.3. Purchasing and Procurement Management	<b>5.3. Supply Chain Management I</b> 5.3.1. Costs and Efficiency of the Operations Chain 5.3.2. Change in Demand Patterns 5.3.3. Change in Operations Strategy	<b>5.4. Supply Chain Management II Implementation</b> 5.4.1. Lean Manufacturing/Lean Thinking 5.4.2. Logistics Management 5.4.3. Purchasing
<b>5.5. Logistical Processes</b> 5.5.1. Organization and Management by Processes 5.5.2. Procurement, Production, Distribution 5.5.3. Quality, Quality Costs and Tools 5.5.4. After-Sales Service	<b>5.6. Logistics and Customers</b> 5.6.1. Demand Analysis and Forecasting 5.6.2. Sales Forecasting and Planning 5.6.3. Collaborative Planning, Forecasting and Replacement	<b>5.7. International Logistics</b> 5.7.1. Customs, Export and Import processes 5.7.2. Methods and Means of International Payment 5.7.3. International Logistics Platforms	<b>5.8. Competing through Operations</b> 5.8.1. Innovation in Operations as a Competitive Advantage in the Company 5.8.2. Emerging Technologies and Sciences 5.8.3. Information Systems in Operations

### Module 6. Information Systems Management

<b>6.1. Information Systems Management</b> 6.1.1. Business Information Systems 6.1.2. Strategic Decisions 6.1.3. The Role of the CIO	<b>6.2. Information Technology and Business Strategy</b> 6.2.1. Company and Industry Sector Analysis 6.2.2. Online Business Models 6.2.3. The Value of IT in a Company	<b>6.3. IS Strategic Planning</b> 6.3.1. The Process of Strategic Planning 6.3.2. Formulating the IS Strategy 6.3.3. Strategy Implementation Plan	<b>6.4. Information Systems and Business Intelligence</b> 6.4.1. CRM and Business Intelligence 6.4.2. Business Intelligence Project Management 6.4.3. Business Intelligence Architecture
<b>6.5. New ICT-Based Business Models</b> 6.5.1. Technology Based Business Models 6.5.2. Innovation Abilities 6.5.3. Redesigning the Value Chain Processes	<b>6.6. E-Commerce</b> 6.6.1. E-Commerce Strategic Plan 6.6.2. Logistics Management and Customer Service in e-Commerce 6.6.3. E-Commerce as an Opportunity for Internationalization	<b>6.7. E-Business Strategies</b> 6.7.1. Social Media Strategies 6.7.2. Optimizing Service Channels and Customer Support 6.7.3. Digital Regulation	<b>6.8. Digital Business</b> 6.8.1. Mobile E-Commerce 6.8.2. Design and Usability 6.8.3. E-Commerce Operations

### Module 7. Commercial Management, Marketing, and Corporate Communication

<b>7.1. Commercial Management</b> 7.1.1. Sales Management 7.1.2. Commercial Strategy 7.1.3. Sales and Negotiation Techniques 7.1.4. Management of Sales Teams	<b>7.2. Marketing</b> 7.2.1. Marketing and the Impact on the Company 7.2.2. Basic Marketing Variables 7.2.3. Marketing Plan	<b>7.3. Strategic Marketing Management</b> 7.3.1. Sources of Innovation 7.3.2. Current Trends in Marketing 7.3.3. Marketing Tools 7.3.4. Marketing Strategy and Communication with Customers	<b>7.4. Digital Marketing Strategy</b> 7.4.1. Approach to Digital Marketing 7.4.2. Digital Marketing Tools 7.4.3. Inbound Marketing and the Evolution of Digital Marketing
<b>7.5. Sales and Communication Strategy</b> 7.5.1. Positioning and Promotion 7.5.2. Public Relations 7.5.3. Sales and Communication Strategy	<b>7.6. Corporate Communication</b> 7.6.1. Internal and External Communication 7.6.2. Communication Departments 7.6.3. Communication Managers: Managerial Skills and Responsibilities	<b>7.7. Corporate Communication Strategy</b> 7.7.1. Corporate Communication Strategy 7.7.2. Communication Plan 7.7.3. Press Release/Clipping//Publicity Writing	

## Module 8. Innovation and Project Management

<b>8.1. Innovation</b> 8.1.1. Macro Concept of Innovation 8.1.2. Types of Innovation 8.1.3. Continuous and Discontinuous Innovation 8.1.4. Training and Innovation	<b>8.2. Innovation Strategy</b> 8.2.1. Innovation and Corporate Strategy 8.2.2. Global Innovation Project: Design and Management 8.2.3. Innovation Workshops	<b>8.3. Business Model Design and Validation</b> 8.3.1. The Lean Start-up Methodology 8.3.2. Innovative Business Initiative: Stages 8.3.3. Financing Arrangements 8.3.4. Model Tools: Empathy Map, Canvas Model and Metrics 8.3.5. Growth and Loyalty	<b>8.4. Project Management</b> 8.4.1. Innovation Opportunities 8.4.2. Feasibility Study and Proposal Specification 8.4.3. Project Definition and Design 8.4.4. Project Execution 8.4.5. Project Closure
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## Module 9. Management and Leadership

<b>9.1. General Management</b> 9.1.1. Integrating Functional Strategies into the Global Business Strategies 9.1.2. Management Policy and Processes 9.1.3. Society and Enterprise	<b>9.2. Competitive Strategy</b> 9.2.1. Market Analysis 9.2.2. Sustainable Competitive Advantage 9.2.3. Return on Investment	<b>9.3. Planning and Strategy</b> 9.3.1. The Relevance of Strategic Direction in the Management Control Process 9.3.2. Analysis of the Environment and the Organization 9.3.3. Lean Management	<b>9.4. Talent Management</b> 9.4.1. Managing Human Capital 9.4.2. Environment, Strategy and Metrics 9.4.3. Innovation in People Management
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**9.5. Negotiation**  
 9.5.1. Intercultural Negotiation  
 9.5.2. Negotiation Approaches  
 9.5.3. Effective Negotiation Techniques  
 9.5.4. Restructuring

## Module 10. Logistics and Economic Management

<b>10.1. Financial Diagnosis</b> 10.1.1. Indicators for Analyzing Financial Statements 10.1.2. Profitability Analysis 10.1.3. Economic and Financial Profitability of a Company	<b>10.2. Economic Analysis of Decisions</b> 10.2.1. Budget Control 10.2.2. Competitive Analysis. Comparative Analysis 10.2.3. Decision-Making. Business Investment or Divestment	<b>10.3. Investment Valuation and Portfolio Management</b> 10.3.1. Profitability of Investment Projects and Value Creation 10.3.2. Models for Evaluating Investment Projects 10.3.3. Sensitivity Analysis, Scenario Development and Decision Trees	<b>10.4. Financial Management for Purchasing Management</b> 10.4.1. Multiplier Effect of Purchases on Profits 10.4.2. Profitability and Cost Reduction 10.4.3. Opportunity Cost of Assets
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**10.5. Economic Control of Purchases.**  
 10.5.1. KPI, Key Purchasing Management Indicators  
 10.5.2. Impact on Total Costs of Proper KPI Management  
 10.5.3. Economic and Purchasing Control Scorecard

**10.6. Warehouse, Stock and Logistics Management**  
 10.6.1. Purchasing Logistics Management  
 10.6.2. Stocks Management  
 10.6.3. Warehouse Management

## Module 11. Market Research

### 11.1. New Competitive Environment

- 11.1.1. Technological Innovation and Economic Impact
- 11.1.2. Knowledge Society
- 11.1.3. The New Consumer Profile

### 11.2. Quantitative Research Methods and Techniques

- 11.2.1. Variables and Measurement Scales
- 11.2.2. Information Sources
- 11.2.3. Sampling Techniques
- 11.2.4. The Treatment and Analysis of Data

### 11.3. Qualitative Research Methods and Techniques

- 11.3.1. Direct Techniques: Focus Group
- 11.3.2. Anthropological Techniques
- 11.3.3. Indirect Techniques
- 11.3.4. Two face mirror and The Delphi Method

### 11.4. Market Segmentation

- 11.4.1. Market Typologies
- 11.4.2. Concept and Analysis of the Demand
- 11.4.3. Segmentation and Criteria
- 11.4.4. Defining the Target Audience

### 11.5. Types of Buying Behavior

- 11.5.1. Complex Behavior
- 11.5.2. Dissonance Reducing Behavior
- 11.5.3. Variety Seeking Behavior
- 11.5.4. Habitual Purchasing Behavior

### 11.6. Marketing Information Systems

- 11.6.1. Conceptual Approaches to Marketing Information Systems
- 11.6.2. Data Warehouse and Datamining
- 11.6.3. Geographical Information Systems

### 11.7. Research Project Management

- 11.7.1. Information Analysis Tools
- 11.7.2. Developing an Expectation Management Plan
- 11.7.3. Assessing the Feasibility of Projects

### 11.8. Marketing Intelligence

- 11.8.1. Big Data
- 11.8.2. User Experience
- 11.8.3. Applying Techniques

## Module 12. Project and Quality Management for Buyers

### 12.1. Lean Management

- 12.1.1. The Basic Principles of Lean Management
- 12.1.2. Improvement and Problem-Solving Groups
- 12.1.3. New Forms of Maintenance and Quality Management

### 12.2. Lean Tools for Project Management

- 12.2.1. Quality Improvement Tools
- 12.2.2. Cost Improvement Tools
- 12.2.3. Deadline Improvement Tools
- 12.2.4. Tools for Improving Personnel Involvement

### 12.3. Practical Application of Lean Management: Basic Principles and Rules

- 12.3.1. Identification of Waste in Purchasing and Procurement
- 12.3.2. Practical Application of the 4 Lean Rules
- 12.3.3. Univocal Definition of Subprocesses by Means of SIPOC

### 12.4. Lean Six Sigma in Purchasing Processes

- 12.4.1. Maximize Value through the DMAIC Improvement Approach
- 12.4.2. Diagnosis of Process Capability and Improvement Potential
- 12.4.3. Use of Process and Result Metrics in Procurement

### 12.5. Project Quality Management

- 12.5.1. Project Planning Based on Requirements and Specifications
- 12.5.2. Customer Requirements and Competitive Evaluation
- 12.5.3. Objectives, Relationships and Correlations
- 12.5.4. Modal Analysis of Failures and Effects

### 12.6. Total Quality Management and Advanced Project Management

- 12.6.1. Total Quality Management
- 12.6.2. Six Sigma as a Global Business Management System
- 12.6.3. EFQM Model

### 12.7. Map of the Value Chain in Purchasing Processes

- 12.7.1. Identification of Specific Improvement Objectives
- 12.7.2. Adjustment and Balancing of Processes to Reduce Non-value Time and Optimize Resources

**Module 13. Purchasing and Procurement Function**

<p><b>13.1. Purchasing and Value Chain</b></p> <p>13.1.1. Mission, Objective and Structure of the Purchasing and Procurement Department</p> <p>13.1.2. Main Components of the Purchasing Department</p> <p>13.1.3. Purchasing and Logistic Flow of the Company</p> <p>13.1.4. Indicator Management, Scorecard</p>	<p><b>13.2. Purchasing Strategy Development</b></p> <p>13.2.1. Purchase Conditions</p> <p>13.2.2. Management of Receipts, Orders and Delivery Notes</p> <p>13.2.3. Incident and Inventory Management</p>	<p><b>13.3. Price, Cost and Purchase Value Analysis</b></p> <p>13.3.1. Category Management</p> <p>13.3.2. RFP and RFQ Systems</p> <p>13.3.3. International Pricing Index</p> <p>13.3.4. Dynamic Pricing</p>	<p><b>13.4. Purchasing Risk Management</b></p> <p>13.4.1. Nature of the Risk</p> <p>13.4.2. Risks in the Supply Market</p> <p>13.4.3. Insurance.</p> <p>13.4.4. Price Risks, Volatility</p>
<p><b>13.5. E-Procurement</b></p> <p>13.5.1. E-business and e-sourcing</p> <p>13.5.2. Auctions and Reverse Auctions</p> <p>13.5.3. Application Costs and Most Commonly Used Systems</p> <p>13.5.4. E-purchasing</p>	<p><b>13.6. Purchasing in Different Industries and Sectors</b></p> <p>13.6.1. Purchase of Services</p> <p>13.6.2. Purchase of Equipment</p> <p>13.6.3. Purchase of Merchandising, Marketing and Advertising</p> <p>13.6.4. IT, Transportation and Other Sectors</p> <p>13.6.5. Procurement in the Public Sector</p>		

**Module 14. Strategic Purchasing Management**

<p><b>14.1. Strategic Purchasing Management</b></p> <p>14.1.1. New Challenges in Purchasing, Sourcing and Procurement Management.</p> <p>14.1.2. Purchasing Function in Companies and in the Supply Chain</p> <p>14.1.3. Purchasing Function as a Resource Provider</p> <p>14.1.4. Legal Aspects of Purchasing Function</p>	<p><b>14.2. Lean Management in Purchasing Processes</b></p> <p>14.2.1. Lean Buying</p> <p>14.2.2. Outsourcing in the SCM</p> <p>14.2.3. Lean Supplying</p>	<p><b>14.3. Purchasing Strategy Design</b></p> <p>14.3.1. Externalization</p> <p>14.3.2. Process Outsourcing</p> <p>14.3.3. Globalization</p> <p>14.3.4. Relocation</p>	<p><b>14.4. Outsourcing-Insourcing</b></p> <p>14.4.1. Purchasing Models and Processes</p> <p>14.4.2. Segmentation Models</p> <p>14.4.3. Role of E-Procurement</p>
<p><b>14.5. Strategic Sourcing</b></p> <p>14.5.1. Supplier Selection and Strategy</p> <p>14.5.2. Value Generation from Strategic Procurement</p> <p>14.5.3. Logistic Operators in Procurement</p>	<p><b>14.6. Warehouse Design and Management.</b></p> <p>14.6.1. Advanced Warehouse Design</p> <p>14.6.2. Picking and Sorting</p> <p>14.6.3. Material Flow Control</p>	<p><b>14.7. Lean Warehouse</b></p> <p>14.7.1. The Fundamentals of Lean Warehousing</p> <p>14.7.2. Inventory Management Systems</p> <p>14.7.3. Radio Frequency in Warehouse Design</p>	<p><b>14.8. Transportation and Distribution Management</b></p> <p>14.8.1. Coordination Between Transport and Warehousing</p> <p>14.8.2. Logistics Activity Zones (LAZ)</p> <p>14.8.3. Air and Inland Freight Transportation Regulations and Agreements</p>
<p><b>14.9. Internal Logistics</b></p> <p>14.9.1. Calculation of Requirements.</p> <p>14.9.2. Typology of Warehouses in a JIT System</p> <p>14.9.3. DOUKI SEISAN Supplies</p> <p>14.9.4. Lean Materials Handling</p>			

## Module 15. Supplier Relationship Management

### 15.1. Supplier Search Planning

- 15.1.1. Bidding Process and Criteria Development
- 15.1.2. Identifying Potential Suppliers
- 15.1.3. Supplier Selection

### 15.2. Supplier Selection Criteria

- 15.2.1. Economic Criteria
- 15.2.2. Quality Criteria
- 15.2.3. Other Criteria

### 15.3. Supplier Relationship Management

- 15.3.1. Ethics in Relations
- 15.3.2. Recruitment Planning
- 15.3.3. Acquisition of Services

### 15.4. Integrating Suppliers in the Value Chain

- 15.4.1. Phases in the Process of Integration
- 15.4.2. Risks and Control Parameters
- 15.4.3. Monitoring
- 15.4.4. Integration Breakdown

### 15.5. Commercial Law

- 15.5.1. Sale/purchase Agreement
- 15.5.2. Payments and Delinquencies
- 15.5.3. Performance Bonds
- 15.5.4. Liability for Damage Caused by Defective Products
- 15.5.5. Lease Agreements

### 15.6. Labor Law

- 15.6.1. Contracting of Works and Services
- 15.6.2. Joint Several Labor Liability
- 15.6.3. Subsidiary Liability of Social Security
- 15.6.4. Occupational Hazard Prevention

### 15.7. Tax Law

- 15.7.1. Tax Responsibilities in Subcontracting
- 15.7.2. Tax Implications of Purchases

### 15.8. Contract Management and Administration

- 15.8.1. Negotiation and Implementation
- 15.8.2. Results Monitoring and Control
- 15.8.3. Contract Closure

## Module 16. Socio-ecological Impact

### 16.1. Corporate Social Responsibility

- 16.1.1. Strategic Vision and Corporate Social Responsibility
- 16.1.2. Systems and Models for Implementing CSR
- 16.1.3. Organization of CSR
- 16.1.4. Roles and Responsibilities

### 16.2. SCM and Corporate Responsibility

- 16.2.1. Value Creation in an Economy of Intangibles
- 16.2.2. CSR: Corporate Commitment
- 16.2.3. Social, Environmental and Economic Impact

### 16.3. Responsible Finance and Investment

- 16.3.1. Transparency in Information
- 16.3.2. Finance and Responsible Investment
- 16.3.3. Social Economy, Cooperativity and Corporate Social Responsibility

### 16.4. Business and Environment

- 16.4.1. Sustainable Development
- 16.4.2. Legislative Development in Environmental Responsibility
- 16.4.3. Response of Companies to Environmental Problems
- 16.4.4. Waste and Emissions

### 16.5. Responsible Management Systems and Tools

- 16.5.1. Social Responsibility Management Systems
- 16.5.2. Quality Management Systems, the Environment and Occupational Health and Safety
- 16.5.3. Audits

### 16.6. Business ethics

- 16.6.1. Ethical Behavior in Companies
- 16.6.2. Deontology and Ethical Codes
- 16.6.3. Fraud and Conflicts of Interest

**Module 17. Global Sourcing**

<p><b>17.1. Global Economic Environment</b>                  17.1.1. The Fundamentals of the Global Economy                  17.1.2. The Globalization of Companies and Financial Markets                  17.1.3. Growth &amp; Development in Emerging Markets                  17.1.4. International Monetary System</p>	<p><b>17.2. Adaptation of Purchasing to Global Sourcing</b>                  17.2.1. Purchasing Structure                  17.2.2. The Need for New Skills                  17.2.3. Intermediaries</p>	<p><b>17.3. Import Management</b>                  17.3.1. Customs, Export and Import processes                  17.3.2. International Commerce Institutions and Agreements                  17.3.3. Customs Legislation                  17.3.4. Plant Management and International Purchasing</p>	<p><b>17.4. International Logistics Distribution</b>                  17.4.1. International Logistics Platforms                  17.4.2. International Transport Operator                  17.4.3. Hubs and Distribution</p>
<p><b>17.5. Incoterms and International Document Management</b>                  17.5.1. Exportation or Implantation                  17.5.2. Agency, Distribution and International Sales and Purchase Agreements                  17.5.3. Industrial and Intellectual Property                  17.5.4. Taxes and Tariffs Classification</p>	<p><b>17.6. Methods and Means of International Payment</b>                  17.6.1. Payment Method Selection                  17.6.2. Documentary Credit                  17.6.3. Bank Guarantee and Documentary Credit</p>	<p><b>17.7. International Lean Logistics</b>                  17.7.1. Lean Basis with Application in International Logistics                  17.7.2. Main Implications and Requirements                  17.7.3. Other Methodologies to Improve the Process</p>	

**Module 18. Performance and Auditing**

<p><b>18.1. General Aspects of Business Management Indicators</b>                  18.1.1. Functions of Management Indicators                  18.1.2. Indicator Panel and Balance Score Card                  18.1.3. Logistics Indicators</p>	<p><b>18.2. Starting Material Purchase Indicators</b>                  18.2.1. Efficiency Indicators                  18.2.2. Economic Indicators                  18.2.3. Internal Customer Relations Indicators                  18.2.4. Procurement Effectiveness Indicators                  18.2.5. Procurement Efficiency Indicators                  18.2.6. Purchasing Objectives</p>	<p><b>18.3. Service Purchasing Indicators</b>                  18.3.1. Economic Indicators                  18.3.2. Procurement Effectiveness Indicators                  18.3.3. Efficiency Indicators                  18.3.4. Relationship Indicators                  18.3.5. Indicators of Relationship with our Internal Customers</p>	<p><b>18.4. Other Indicators</b>                  18.4.1. Performance Indicators                  18.4.2. Purchasing Team Productivity Indicators</p>
<p><b>18.5. Purchasing Audit</b>                  18.5.1. General Auditing Policy                  18.5.2. Audit Objectives                  18.5.3. Scope of the Audit in Terms of Purchase Control                  18.5.4. Internal Audits, Training, and Contractor Policies and Procedures</p>	<p><b>18.6. Benchmarking in Purchasing Management</b>                  18.6.1. Types of Benchmarking                  18.6.2. Benchmark the Market                  18.6.3. Benefits and Advantages of the Application of Benchmarking in a Purchasing Department                  18.6.4. Benchmarking Measurement</p>		



08

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: Relearning.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the New England Journal of Medicine have considered it to be one of the most effective.







“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.



You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



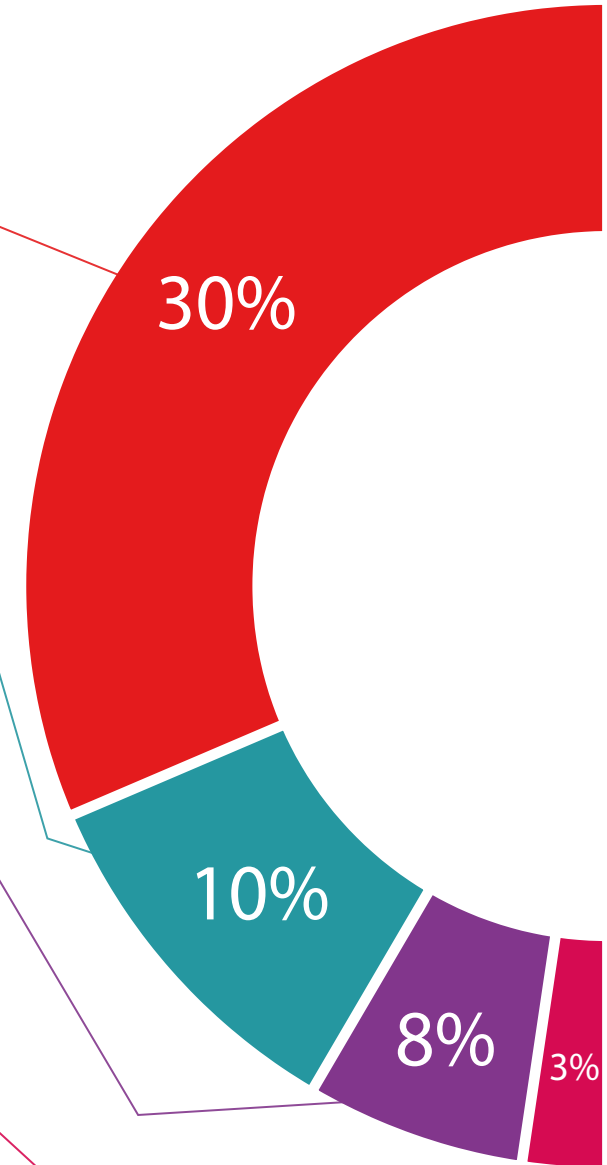
#### Management Skills Exercises

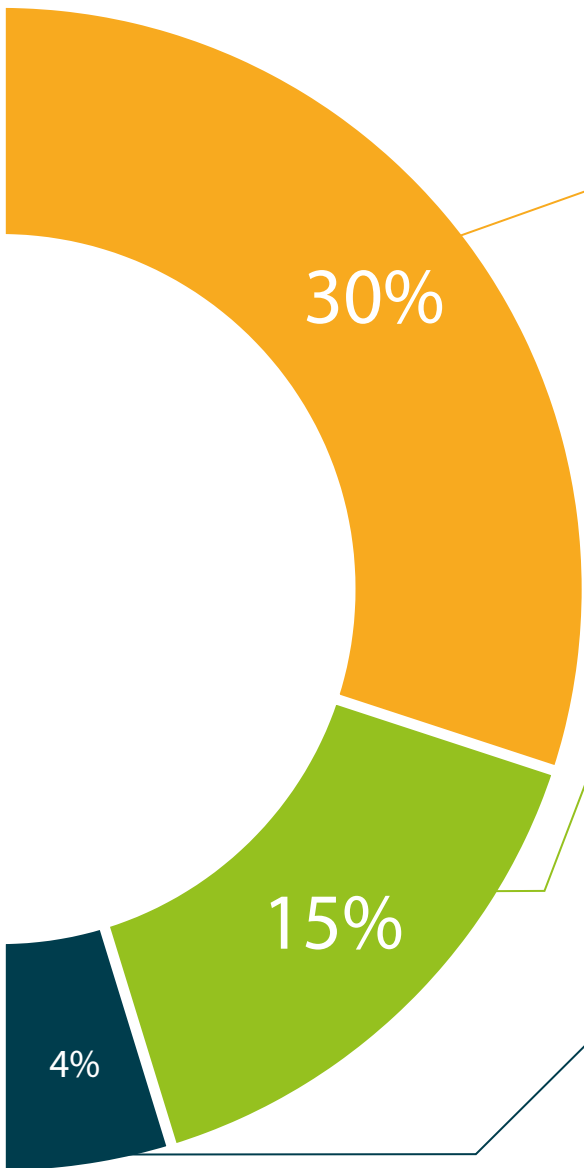
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



09

# Our Students' Profiles

The Advanced Master's Degree in Senior Purchasing Management of TECH is a program aimed at experienced professionals who want to update their knowledge and advance their professional career. The diversity of participants with different academic profiles and from multiple nationalities make up the multidisciplinary approach of this program.







“

A high-level program for professionals seeking excellence”

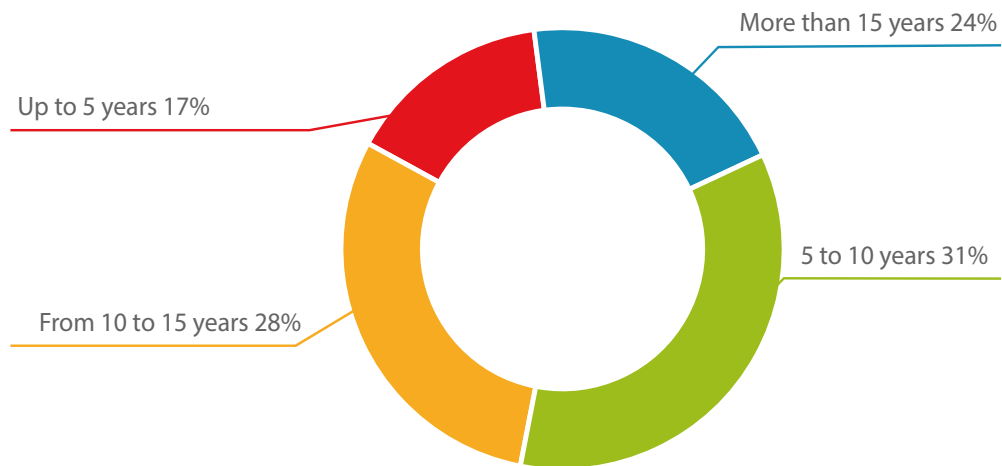
### Average Age

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Between **35** and **45** years old

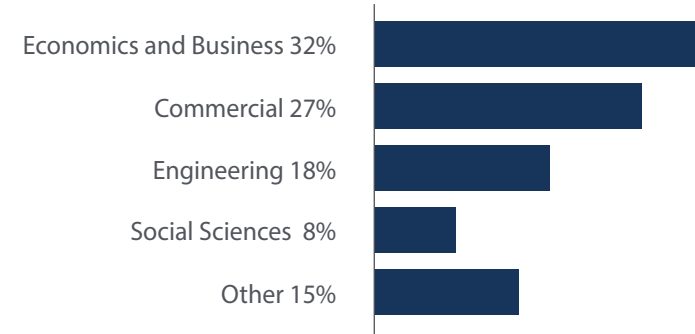
### Years of Experience

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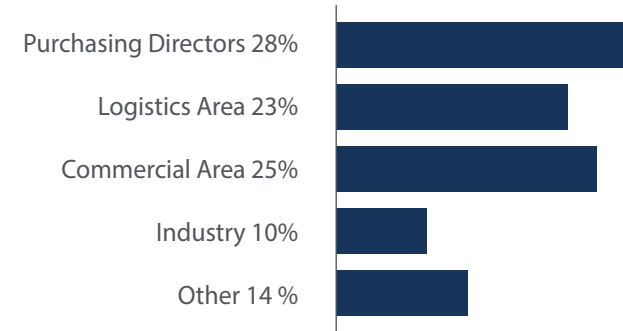
### Training

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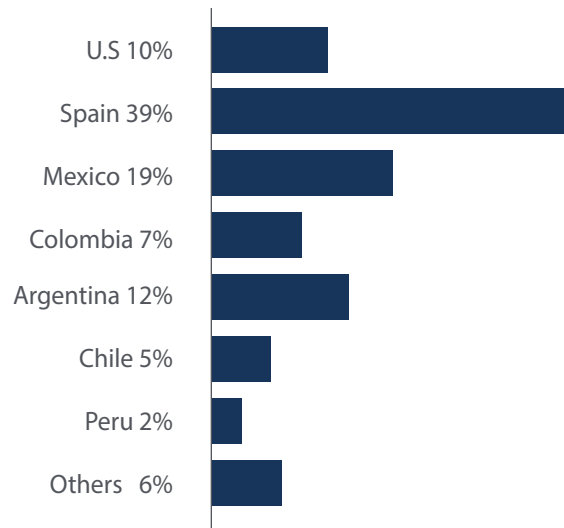
### Academic Profile

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## Geographical Distribution

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## Margarita Pisaca

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Purchasing Manager of a Multinational Company

"The completion of this TECH Advanced Master's Degree has been a unique experience at an academic level, due to the quality of its content and, of course, its online modality, indispensable to be able to combine it with the rest of my obligations. Thanks to it, I have been able to update my knowledge of a sector in which I have been working for years, but in which I felt I needed to go even deeper"

10

# Impact on Your Career

We are aware that studying a program like this entails a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.





At TECH we direct all our efforts to help you achieve the professional change you deserve"

Immerse yourself in the study of this Advanced Master's Degree and achieve the professional goal you desire.

Are you ready to take the leap?  
Excellent professional development awaits you

The Advanced Master's Degree in Senior Purchasing Management of TECH Technological University is an intensive program that prepares the professional to face challenges and business decisions at both national and international levels. The main objective is to promote your personal and professional growth helping you achieve success.

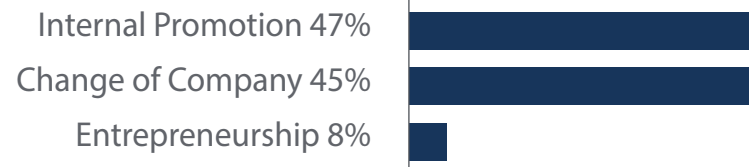
If you want to improve yourself, make a Generating Positive Change professionally and network with the best, this is the place for you.

If you are interested in professional improvement, do not hesitate to specialize in TECH. We have the best academic program in the market.

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than 25% for our students.



11

# Benefits for Your Company

The Advanced Master's Degree in Senior Purchasing Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will improve not only on a personal level but, above all, on a professional level, increasing the professional's training and improving their management skills. But, in addition, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients and customers.







“

After completing this Advanced Master's Degree you will bring a new business vision to the company”

Developing and retaining talent in companies is the best long-term investment.

01

### Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization

---

02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company

03

### Building agents of change

The professional will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles

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04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy



05

### Project Development

The professional will be able to work on a real project or develop new projects in the field of R+D or Business Development of their company

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06

### Increased competitiveness

This program will equip students with the necessary skills to take on new challenges and drive the organization forward

# 12 Certificate

The Advanced Master's Degree in Senior Purchasing Management guarantees, in addition to the most rigorous and update training, access to a Advanced Master's Degree issued by TECH Technological University.





“

Successfully complete this training  
and receive your university degree  
without travel or laborious paperwork”

This Advanced Master's Degree in Senior Purchasing Management contains the most complete and up-to-date program on the market.

After you have passed the evaluations, you will receive your corresponding Advanced Master's Degree issued by TECH Technological University via tracked delivery\*.

The diploma issued by TECH Technological University will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

Title: Advanced Master's Degree in Senior Purchasing Management

Official N° of hours 3,000 h.



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Advanced Master's Degree Senior Purchasing Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

# Advanced Master's Degree Senior Purchasing Management

